

INTERNET

Lexus IS makes debut for global audience through reveal video

April 26, 2016



Lexus IS

By STAFF REPORTS

Toyota Corp.'s Lexus is extending the reveal of its new IS model beyond the Beijing Auto Show with a dramatic film.

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In the short, a man encounters the latest edition of the vehicle for the first time, and is inspired to take it on a speedy test drive through city streets. As Lexus' entry-level model, the IS is likely to have a broader interest among the automaker's social audience than some of its less affordable vehicles.

Digital uncovering

Lexus' film was shared to social media with the caption, "New Lexus IS. Same rush."

After setting the scene with an aerial view of skyscrapers, the one-minute video shows a man approaching the IS on a quiet avenue. As he gets closer, features of the car, including its headlights and logo, come into focus.

Between shots of the car, Lexus hints at the science behind the model's redesign, showing a spiral of metallic DNA. As the man gets into the driver's seat, the words "It is the ultimate rush" appear atop an array of sparks.

The driver speeds through a desolate city, passing through empty tunnels and leaving a cloud of metal in his wake. Before his joyride is over, Lexus writes, "Blows your mind."

Introducing the redesigned Lexus IS

Introduced in 2013, the IS has exceeded Lexus' expectations for sales.

Because the model has proven popular, Lexus decided to keep most of the exterior styling the same, focusing much of the outside redesign on the front, including new headlights. The rear got new L-shaped LED light guides.

While auto shows still serve as the main event for automotive reveals, social media plays its own role, driving conversation around a new model.

Toyota Corp.'s Lexus got close to consumers with the reveal of its LF-FC concept model.

The brand used social media to solicit questions and post videos of the vehicle, which was originally unveiled at the Tokyo Motor Show. By going directly to the consumer from the start, assuaging doubts and granting requests, Lexus helped to build anticipation and loyalty early ([see story](#)).

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